

In this issue The BAND YEAR BOOK
Featuring TALENT & TUNES on RECORDS

The Billboard

SEPTEMBER 26, 1942
PRICE 25c

IN THE BILLBOARD BAND YEAR BOOK

BANDS ... A BILLION
DOLLAR INDUSTRY

BAND BUYERS ARE
SMART

MAINTAINING THE
AUTOMATIC PHONO
NETWORK UNDER WAR-
TIME CONDITIONS

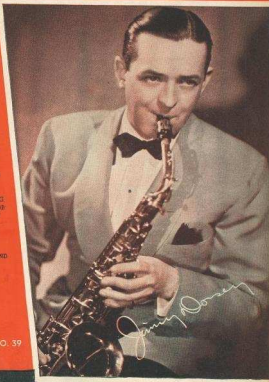
KEEPING 'EM SPINNING
IN THE HOMES

IS HOLLYWOOD DOING
THE BEST POSSIBLE JOB
WITH NAME BANDS?

HOTEL BAND
EXPLOITATION

BANDS IN PARKS AND
AT Fairs

VOL. 54 NO. 39



**SPECIAL ARTICLES ON EVERY PHASE OF THE BAND BUSINESS • STORIES ABOUT
BANDS • SINGERS AND SONGS • MORE THAN A DOZEN VALUABLE LISTS**

**WAR BONDS ARE
A GOOD BUY
TOO!**

THE ANDREWS SISTERS



KEEP 'EM COMING!!

SAN FRANCISCO (Golden Gate Theatre)	PASSAIC (Central Theatre)
LOS ANGELES . . . (Orpheum Theatre)	WASHINGTON (Earle Theatre)
UTICA (Stanley Theatre)	BOSTON (RKO Keith's Theatre)
PITTSBURGH (Stanley Theatre)	WORCESTER (Plymouth Theatre)
PROVIDENCE . . . (Metropolitan Theatre)	NEW YORK CITY (Paramount Theatre)
CHICAGO (Chicago Theatre)	MILWAUKEE (Riverside Theatre)
WATERBURY (Poli's Theatre)	DETROIT (Michigan Theatre)
HARTFORD (State Theatre)	CLEVELAND (Palace Theatre)
BALTIMORE (Hippodrome Theatre)	BUFFALO (Shea's Theatre)

**SMASHED
ALL HOUSE
RECORDS**

. . . . AND NOW STARTING A NEW SEASON.

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★ **"GIVE OUT SISTERS"** ★

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JOHN W. L. ROCKWELL, President
 NEW YORK CHICAGO HOLLYWOOD CINCINNATI LONDON

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PHONE

for
Professional Material

CHECK THIS CATALOGUE

"That Soldier of Mine"

"What Would You Like To Do Tonight"

"We'll Win the Fight"

"Oklahoma's Good Enough For Me"

"It's Love"

"Bill the Butler"

We Feature
"Select-A-Key"
Orchestrations
"Vocalist's Paradise"

A. & M. I. affiliate

AMERICAN MUSIC PUBLISHERS

Walton Goldman, President

CHICAGO

NEW YORK

HOLLYWOOD

SAN FRANCISCO

Orchestra Notes

Of Menzies and Men

XAVIER CUGAT leads the Waltons' Augusta, New York, October 6, for a concert tour with six engagements to 38 shows. Head bills the Paramount Theater, New York, in January. . . . **TEDDY POWELL**, into Meadowbrook, Cedar Grove, N. J., October 16, for four weeks. **POWELL** plays the season's first big college event October 2, at Penn State. . . . **VALCHIN MORRIS** returns to Hotel Commodore, New York, October 1. . . . **DANA LOMA** and her transfer dates up to January 1. . . . **CHARLES SPARK** in pickup over **GLADY MILLER**'s club broadcast section, a 4 trumpet **JOHNNY BROT**. . . . **MARLON HUTTON** and the **McCOMB** are revivals for radio work. . . . **SPARK** latest **MILLER**'s record for a single night at Pantages Theatre, Hotel Commodore, Chicago, for 100 weeks. . . . **BRENNAN JONES**, tendency to be drafted, returns to the band his with a six-week run set for Savoy with Country Club, New York, Sep. . . .

BOYD KRAMER into Astoria Ballroom, New York, October 1, for two weeks. . . . **DEWIGHT SPARK** releasing a new band. . . . Bookings for the **JOE GLASER** starts into **STUFFY SMITH** held over at Club Stordis, Indianapolis. **SMITH** "RED" ALLEN also at Down Beat Room, Chicago. **LIONEL HAMPTON** into Orpheum Theatre, Los Angeles, work at September 27. . . . **RAM KRAMER** in person, instead of orchestra, on **JERRY DOBSON** Swing Band, WLAZ New Jersey, opening a date for Victory House. . . . **BOBBY PARKS** enlarging band for Hotel Belmont, New York, opening September 28. House is accepting Motown network wire. . . . **BILLY BRIDGES** held over at Orpheum Hotel, Seattle. . . . **KEITH RICE** takes over as manager for **CHARLIE BARNETT**. **JIMMY LAMAR** releases into a month and somewhat duration. **BAILEY** has new new men from **ALAN BARTELL** outfit, and new music is **PERRY RUSSELL**, replacing **EDDY PARKER**, who replaced

WITS BRADLEY, who replaced **FRANCIS WATTS**. . . . **MRS. MARVIN** set new records at Hotel Statler, Washington, despite upped prices. . . . **GLADY WILLIAMS** goes into Baltimore Hotel, Mobile, Ala., for eight weeks, October 28. . . . **MAX WAGGON** at Philadelphia, Tennessee, Ark., with a 2000 as base.

and **RAY MCKINLEY**. . . . **CHARLES WADE** new at the Commodore Hotel, New York, Oct. 28.

Atlantic Whispers

MAX SCHALL, scenic road manager for **ALVIN KIP** Army Air Corps band at the. . . . **JIMMY BAILEY**, former Harry James vocalist, back in **WILLIAM** studio band in Philadelphia. . . . **RED McCAW** opens season for **Missile Ballroom**, Hamburg, Pa. . . . **DOC BRADY** for **Tony** **DEE** **TRIO**, Grand Ballroom, Philadelphia. . . . **ALAN BARTELL** for week-end dining at Hotel New Atlantic City. . . . **JOHN WOOD** takes in Sunday band one week at Maple Grove Ballroom, Lancaster, Pa. . . . **JOHN CORMAN**, back at **DOOR** **DOOR** Club, Philadelphia, with **YOLA BLANKS** returning to College Inn, new city. . . . **MARY CAMBY** for dining dance of music at Harbinger (Pa.) Park Ballroom; members play at Philadelphia Convention Hall now with **GUY LEONARD**. . . . **MELTON HUBBS** returns at **Roberta's**, Atlantic City. . . . **MIKE PRESLEY** takes over at 26th Century Club, Philadelphia. **MOORE VENTURE** moving to **Rockin' Club**. . . . **WINSTON JOHNSON** out at **Witch** Hotel, Bethlehem, Pa. . . . **FRANKIE RIVINS** leave **Down Beat Club**, Philadelphia, for New York

AMERICA'S
Biggest
Little Band!

Red

NORVO

&
SEPTET

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CAN'T FAKE REQUESTS. (I can't remember pick up record)
CAN'T PLAY REQUESTS. (You're not up on your tunes)
CAN'T FIND PUBLISHERS OF TUNES YOU WANT.
DON'T KNOW IF TUNES ARE ASCAP, BMI, SESAC, etc.
MUST WALK THROUGH FILES OF MUSIC TO ARRANGE A PROGRAM.
MUST DRAG STACKS OF PROS & ORKS WHEREVER YOU WORK.

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IN
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AND HIS ORCHESTRA

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Coin Machines

AMUSEMENT · MUSIC · VENDING · SERVICE

A Department for Operators, Jobbers, Distributors and Manufacturers

WALTER W. WUOL, Editor
The Billboard, 40 West 23d St., 152 N. Clark St.,
Chicago, Ill.

Music on the Job

With this issue, The Billboard publishes its fourth annual music supplement. The phonograph industry can well take pride in the expanding purposes of this supplement for it was started three years ago with the idea of calling the attention of the music world to the importance of the automatic phonograph. The theme was any form of music that pleases the public boosts the sale of all other forms of music.

The special music supplement has succeeded so well in its purposes that the idea has been expanded to express the unity of the entire music industry. The program is still based on the idea that any form of good music boosts all other forms of good music.

Altho the war places special handicaps upon the various sections of the music industry, yet the nation as a whole becomes more conscious than ever of what good music means to the people in war and peace. If ever there was a favorable time for the music industry to unite in doing its duty to the people, it is in a time of stress when everybody is talking about how music helps the national morale.

Writers and speakers in the various walks of life are all calling attention to the part that music plays in helping the people to fight a war. Even the industrial world has come to realize that music has a part in maintaining the health and peace of mind of the workers. Music even has a business value in increasing the output of workers.

Such discussions indicate that the music industry in all its branches has a greater responsibility than ever, and added responsibility always means a greater opportunity also. If all divisions of the music world can forget their selfish interests and competitive fights for the duration, it will mean that music can perform its real mission in time of war and do a great job for the nation. There is a continuous stream of reports of what people in the music field are doing to help the nation. Some are joining the armed services, others are contributing special services and still others are helping in the area of their own business fields. It all goes to reflect credit on the music industry. Professional talent and business workers in all branches of the music trade have their duty to perform.

In times like these there is always much discussion as

to what kind of music the people want and what music would do the most good in helping the nation to fight a war. Musicians would like to know the answer to that as well as the people themselves. There has been a national demand for a war song that would really express the spirit of America.

There are two distinct types of music greatly needed by a nation at war and there really should never be any argument as to which is the more important. Both kinds are absolutely necessary. People united in fighting a war have always needed patriotic music, fighting music. When people are fighting a war it is also necessary to have music which helps forget war at regular intervals. Thus it is the business of the music trades to supply both kinds of music and to decide which is the more appropriate for the time and occasion.

The people really want a song that will arouse them to the seriousness of the hour. Most people realize we are in a great war but we just can't get aroused. Thus the nation is waiting for a great book, a great speech, a great movie or a great war song that breathes the spirit of Paul Revere and will stir the people. Most composers seem afraid to try to write a real fighting song, but try to compromise with past dreams of peace and the present war by writing cheerful war music.

Most people seem to realize that the nation had wonderful dreams of peace for about 20 years and was then suddenly awakened by the reality of war. Now the people want a song that will revive the old American fighting spirit. The great songs of the first World War won't do it because they bring back certain memories to everyone who hears them. When I hear "Over There" it brings back a picture of a band of crippled soldiers that welcomed us to France. The song doesn't make me want to fight now because it brings back memories and that is the way of everybody about the old war songs.

The people need patriotic, stirring, fighting music, and they also need cheerful music to help forget the rigors of war. A united, progressive music world, composed of many trades and professions, can supply the proper kind in this hour of need.

Expect Clark Motion Denial

Motion passed to committee without definition of "gambling device or machine."

WASHINGTON, Sept. 18.—After the Senate Finance Committee concluded its executive sessions in regard to the new tax bill without taking action on the representations made at the public hearings by those connected with the coal mining industry, local observers look for no change in the present tax situation in respect to them.

This opinion was expressed in high quarters despite the sudden action of Senator Bennett Champ Clark (D. Mo.) at the final meeting of the executive session that gambling devices be taxed at a flat rate of \$100. This device was passed by the committee, with no indication of a "gambling device or machine" was given by the senator from Missouri.

One person close to the committee pointed the motion would be thrown on in conference and that no further action would be taken. If the motion is left in, he added, some machine operators might as well go out of business.

Dr. D. B. Dean, Internal Revenue expert at the hearings, later indicated to congressional witnesses that it is believed the IRS prepared to report no change be made in law. However, the committee failed to elicit any information on this subject from IRS before concluding its session.

Industry witnesses who appeared before the committee during its public hearings all opposed the present system of taxation and requested enactment of a more equitable system so that the wealthiest member of mankind could be

President Reports Nation Producing Only Half Enough

WASHINGTON, Sept. 18.—On the first day of this week President Roosevelt informed Congress that the United States was only producing about half as much war materials as it could turn out if the country was going full blast. The President's statement to Congress was a general review of the state of war goods production at the present time. The information should be carefully considered by every citizen.

The President called attention to the material being furnished under the lend-lease program. He said that persons who were being provided to the various nations fighting on our side. The President's message was an urgent appeal to Congress and to the nation to increase production of war goods as fast as possible until the total output is twice as much as it is now. He called for attention to the fact that our chief contribution to the fight against Hitler and Japan is not our money but the American armed and trained men in every war and our ships, airplanes and the forces we have extended to them.

Guards Interest of Ops in War Service

LOS ANGELES, Sept. 19.—Lootings serviced by firms of which the owners are in service are to be prosecuted for the duration. Associated Operators of Los Angeles County, Inc., has ruled.

One case in which a partnership law had been split because one partner entered the service was brought to the attention of the members. The second partner is covering the profit and bearing over his absent partner's share in his partner's wife. Locations of the kind are on file and those secured before the partner went into the service are on file.

Incomplete Pass

NASHVILLE, Tenn., Sept. 13.—Joe Chackey, manager of the Tennessee Automatic Machine Company here, is gradually relaxing on its military rules and regulations.

[illegible]

WPB Officials To Begin Converting Small Plants Soon

NEW YORK, Sept. 19.—William C. West, head of the War Production Administration, may be ready to begin selecting his staff of field workers to help convert new plants to war work, according to a special report in The Wall Street Journal. Louis E. Holland heads this section of the WPA and stated that he is ready to b

"Aside there was, quite naturally, good deal of anxiety on the part of the public for quick action. We all felt that it was better to finish from out all of the difficulties rather than attempt to execution postponed of a still uncompleted plan of action," he explained.

The state has now "obtained" a number of genuine co-operation on the part of the trading agencies and we are going to provide practical help for the smaller fellows in going after contracts and in ensuring them in a satisfactory manner once they have been obtained.

The policy, he declared, will be to see to it that every small manufacturer who gets a new contract, either private or public, that entitles him to a visitation of the buyer, in his own small fellow will put himself in line for further contracts, and prime contractors who have been reluctant to move subcontracting will become inclined to do so."

In each of the 18 WFO regional offices he will install an assistant regional director as his direct representative. These officials will be in charge of field officers in 107 branch offices.

want to have practical engineers, preferably with long machine-shop and drafting experience," Neiland said. "The assistance will take the form of selection of subcontractors from prime contractors, guidance of subcontractors in their application for subcontracting and in the execution of them, and in all ways, perhaps thru a grouping of firms."

Holland holds two related jobs. He is WPA deputy chairman on smaller projects, and he is chairman of the board of the Reader War Plastic Company, an institution with \$120,000,000 in valuation designed to finance new war plants.

When Nelson announced the Holloman appointment on July 11 he declared the WFR decentralized offices "in a short time will be started and ready to handle the problems of smaller plants."

Holloman said yesterday that "no one will question that I was given a short assignment. It should be always kept in mind that neither the WFR

the dealer or War Plans Corporation purchase a nickel's worth of war goods. We are a production agency and customer is Uncle Sam, and his purchasing agents are the procurement office of the army, the navy, the Marine Commandant and the Treasury. So I think the first thing I ought to do is to invite the cooperation of those government agencies in working out a production satisfactory to them. Our representatives were designated under with me, and for a period of six three weeks we had almost 100 meetings, grappling with this enormous

Report on Tax Bill . . .

CHICAGO, Sept. 19.—Information available on the 1942 Revenue Bill this week indicated that the Senate Finance Committee turned its recommendations over to the drafting committee. The drafting committee works behind closed doors and some reports said it would take 10 days to complete its work.

Coin machine attorneys have been informed that the drafting committee may complete its work by September 21 or 23 and some of them plan to be in Washington by that date. The drafting committee will return the full written bill to the Senate Finance Committee for last-minute approval before it goes to the Senate floor. When the drafting committee completes its work the Senate recommendations will then be made public and, by then, this issue reaches our readers, the bill will not be in print.

Information available at this writing shows that the Senate committee will recommend that pinball games and similar devices be taxed \$10, juke boxes, \$10, and that slot machines be raised from \$50 to \$100 per year. An increase of one-half cent will be made in the federal tax on cigarettes. A change will be recommended in the cabaret tax to comply with court

Information available indicates that the Senate drafting committee has requested D. S. Miles, of the Internal Revenue Bureau, to suggest the classification of types of machines to be written into the Senate recommendations. Political reports say that the Senate committee will have a copy ready by September 21 and that it might be reported to the Senate the next day. Politicians still say that the bill may not become law before the November elections. The Senate committee plans to have 10 reports

New Coins in News . . .

CHICAGO, Sept. 18.—The week produced big news about the new nickel and new penny. One week ago the Treasury announced that the metal content of the new nickel had been decided favorable to the coinage industry. The Philadelphia mint announced this week that the new nickel began rolling out on September 18. It will probably be known as a "nickel nickel."

The penny also broke into the news. Nellie Taylor Ross, director of the mint, said that experiments to make pennies of glass had virtually been dropped. Experiments with plastics for the penny coin will continue. There has been talk of pennies made of zinc alloy, and Canada is at the present time issuing a penny made of zinc.

The Treasury said no consideration had yet been given to issuing paper money for dimes, quarters and half dollars. If silver is grabbed by industry as a substitute for copper, paper might eventually be con-

Texas Ops Watching Coming Dry Election

FOUR MONTHS, Sept. 18.—Cotton machine operators in this section have a double worry—a prohibition statute that's coming up for both Tarrant County, which includes Fort Worth, and Dallas County

to-one for chewing gum compared with previous years."

other hand, Texas, a state which has been stuck to do about old-age pensions, but a large number of aged persons with nothing except certificates which are given free to all over 66 years. People of that age are mostly of the "old school" who oppose any form of strata from bear up.

Wicks County, a ready-made solution for the big wet problem, recently went dry with so many of the soldiers' aid.

With the war with other soldiers, it is one of the direct crisis of the day, and the poorest condition in the history of the world. A line plan was used in Wicks.

Quadrant following is a State that a ready-made tried to conserve rubber and gasoline enough to have driving water at nearly every city's ownership is going

about procedure, comes to Thorsen and Dallas mention, approximately \$900,000, toward the business would close down. And previously every one of the spots is now a good old machine location.

After the conservation already has

**ANOTHER WEEK
NEARER VICTORY!**

Wm. Rabkin
INTERNATIONAL MUTOSCOPE REEL CO., INC.
Purveyors of Amusement Since 1925.

44-01 ELEVENTH STREET LONG ISLAND CITY, NEW YORK

**ANOTHER WEEK
NEARER VICTORY!**

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 Prop. Amuse. Machines Since 1920.
 Manufacturers of Phonographs and Other Famous Coin-Operated Equipment.
 44-01 ELEVENTH STREET LONG ISLAND CITY, NEW YORK

NEW HITS ON VICTOR AND BLUEBIRD RECORDS



DINAH SHORE

"Dearly Beloved"

"Why Don't You Fall in Love With Me?"
on Victor 27930

★ RAY KINNEY

"Steakhouse Harp"

"Lerman"

on Victor 27931

★ JAN SAVITT

"Shattered Serenade"

"If You See, Even Love Me"

on Bluebird 8-11364

★ TONY PASTOR

"I'm Getting Tired So I Can Sing"

"Mooseheart"

on Bluebird 8-11365

★ Old Fiddler Tunes DIXIE RAMBLERS

"The Putting You Out of My Mind"

"I Hate You're Happy Now"

on Bluebird 8-9035

★ Real Tunes WASHBOARD SAM

"Never Hip Man"

"How Can You Love Me"

on Bluebird 8-9036

★
HELP YOUR CUSTOMERS
HELP GOING WITH MUSIC



Order These Hits Today
From Your

VICTOR-BLUEBIRD
Record Distributor

★ KEEP BUYING WAR BONDS ★

RECORD BUYING GUIDE--PART I



Records and Songs With the Greatest
Money Making Potentialities for
Phonograph Operators

Records listed below are based on a survey of records offered each week by representatives of the Billboard from up to ten leading operators in each of the 50 most important operating sections in the country.

● GOING STRONG ●

I LEFT MY HEART AT THE STAGE DOOR CANTEN SAMMY KAYE (Don Cornell) Victor 27932
CHARLIE SPINAK (Harry Stevens) Columbia 36520
BOB HOUGH (Don Cornell) Decca 3444

As everyone appeared from the start, the Irving Berlin hit from the musical show, "This Is the Song," has taken momentum of the music house. Didn't take long to make the grade after being mentioned in "Dearly Beloved" where it first appeared several weeks back. Now it's making the road song, which means that the song figures to have a lengthy life on the popsters.

HE WEARS A PAIR OF RAY KINNEY (Harry Stevens) Columbia 36509
SILVER WINGS RAY KINNEY (Harry Stevens) Victor 27931
REE LYMAN (Don Cornell) Bluebird 10541
ALYON KEY (Alton King) Victor 27928

KALAMAZOO ELMER MILLER (The Beach-Melton) Victor 27934
Milton Melton (The Beach-Melton) Decca 3443

IDIAM ALYON KEY (Alton King) Bluebird 11321
GUY LONARDO (Guy Lonsdale) Decca 34439
BENNY GOODMAN (The Beach-Melton) Columbia 36513

BE CAREFUL, IT'S MY RING ROSE DON 34424
HEART KATE SMITH Columbia 36518
(10 weeks) TOMMY DORSE (Frank Sinatra) Victor 27925

MY DEVOTION JIMMY DORSE (Bob Sharpe) Decca 34432
VICTOR MOWSE (Vaughn Monroe) Victor 27923
CHARLIE SPINAK (Harry Stevens) Columbia 36520
KING 34438 Bluebird 11315

● COMING UP ●

STRIP POLKA ALYON KEY (Alton King) Bluebird 11321
RAY KINNEY (Harry Stevens) Columbia 36520
ANDREW 34438 Victor 27928
JIMMY DORSE (Bob Sharpe) Decca 34432

The second week in coming the "This Is the Song" musical melody ready to reach into going strong. Sinatra has a strong edge as far as this one did as even as it was made available to the operators. There is every reason to suppose that it will make the very top within another couple of weeks.

TAKE ME JIMMY DORSE (Bob Sharpe) Decca 34432
TOMMY DORSE (Frank Sinatra) Victor 27925
BENNY GOODMAN (The Beach-Melton) Columbia 36513

This week's offering is still distribution, and the way it is going it seems to appear as if it will never get the coverage it needs, or if it does get the coverage it will be too old by then. However, it continues to be the top listed in this distribution and continues to drag plenty of it most places out of premier position. Where it is used it is right at the top and will be good for several more weeks. Might still prove ahead, but the chances diminish with each passing week.

HE'S MY GUY HARRY JAMES (The Beach-Melton) Columbia 36514
TOMMY DORSE (Frank Sinatra) Victor 27925
DON 34438 Bluebird 11315

This song is proving right on the heels of "This Is the Song" and at the current speed ought to move close to the top of going strong by next week. James, Dorsey and there are short ones on the machine, with each offering the same. Make a hard for the operators, but any in the same that any of all of the three can drag the song into going strong.

STRICTLY INSTRUMENTAL HARRY JAMES (The Beach-Melton) Columbia 36515
Don 34438 Bluebird 11315

Don 34438 Bluebird 11315

I CAME HERE TO TALK SAMMY KAYE (Don Cornell) Victor 27932
FOR JOE GUY LONARDO (Guy Lonsdale) Decca 34439

This latter possibility, all about the latter who might show up for the late between he was closing down, is beginning to show a little life on the house. As far as it is still very weak, but is plenty strong enough to make coming up, which gives another line on how weak coming up is these days.

Songs listed below are those which have appeared in "Coming Up" for four weeks or more, and which are still being mentioned on enough reports to warrant their inclusion in the Guide, even the they most probably will even drop into "Going Strong."

SWIFT ELISE ELMER MILLER (The Beach-Melton) Victor 27934
(10th week) Decca 3443

Don 34438 Bluebird 11315

Don 34438 Bluebird 11315

Don 34438 Bluebird 11315

Don 34438 Bluebird 11315

Don 34438 Bluebird 11315

BLUEBIRD SCOOP!

★
SPIKE JONES'
PRODUCTION OF

"DER FUHRER"
FACE"

4 Hitlist Songs From Bluebird
Record 8-11385.

VE 165 DE MASTER RACE



THEY'LL NEVER BOMB
THIS PLACE!



ARE VE NOT
DE SUPERMAN!



HELP YOUR CUSTOMERS
RELAX!



Order this knockout tune from the
Victory Disc "The Victory Disc"
Music by Spike Jones, vocal by Carl
Graham. Release, "I Wanna Go Back
to West Virginia."

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★ KEEP BUYING WAR BONDS ★

ASK YOUR

VICTOR-BLUEBIRD
RECORD Distributor

★ KEEP BUYING WAR BONDS ★

MUSIC... *Vital to American Life, Liberty... and the Pursuit of Happiness!*



Why does a Baby Need a Lullaby?

● In mother's softly sung lullaby there's magic that wafts baby into dreamland... soothed, calmed, comforted.

In "The Star Spangled Banner" there's the thrill that can arouse a nation to fighting pitch.

We need both today!

And in the Automatic Music Industry we have the men that can give us both... the music that will arouse and inspire us to meet and conquer every obstacle... the music that will smooth out the rough spots... restore and refresh us for whatever's ahead. Music lightens the heart... lifts the spirit.

It is our job in the Automatic Music Industry to keep music within reach of every hand and heart... And that is what is being done despite inability to obtain any new equipment. The Music

Men of the Nation have kept phonographs playing... kept remote controls and auxiliary speakers in good operating order... given to their locations and their patrons the music they want.

These men will continue to do that as long as possible. And Packard will help them in every way possible by giving service information, and by passing on information about music equipment that can be bought or sold.

Today Packard is manufacturing only for war... that's the big job. Afterward is something else! But, we're thinking ahead even now... planning for the music of *after-the-war*. Planning to make better business for every music man when the good days come again.

LET'S HAVE PLENTY OF MUSIC

PACKARD MANUFACTURING CORPORATION
Manufacturing only for war now



Homer E. Copeland, President

INDIANAPOLIS

"THE BILLBOARD IS THE MOST INTERESTING AND IMPORTANT MUSIC TRADE NEWS MEDIA PUBLISHED. IT IS A PERFECT GUIDE TO THE PUBLIC'S ACCEPTANCE OF SONGS AND RECORD TASTES."
—KATE SMITH

10 BIG Reasons ^{The} Billboard Why

Music Coverage EVERY WEEK
Is Tops for Music Machine Operators,
Orchestra Leaders, Singers
and Retailers of Records and
Sheet Music.

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- 2. RECORD BUYING GUIDE**—A complete, comprehensive analysis of popular songs and recordings based upon weekly reports from 50 key centers listing records GOING STRONG, COMING UP, POSSIBILITIES and the WEEK'S BEST RELEASES in, on and for Music Machines.
- 3. ON THE RECORDS**—A critical analysis of the LATEST RECORD RELEASES covering both technical and commercial value to aid operators in selecting records for their Music Machines.
- 4. ON THE STAND**—Reviews of orchestra playing hotel, night club, ballroom and one-nighters. Comment based upon orchestra's COMMERCIAL VALUE and MUSICAL QUALITY.
- 5. ON THE AIR**—Critical comment on three radio programs heard ON THE RADIO from the standpoint of SHOWMANSHIP, PRESENTATION and general LISTENING APPEAL.
- 6. TALENT AND TUNES ON MUSIC MACHINES**—News, suggestions, advice and opinions about artists and songs that can aid operators. Also territorial favorites, letters from operators, promotional and exploitation stunts.
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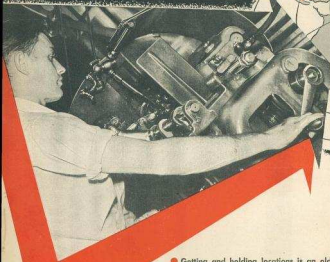


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